

R.J. REYNOLDS
TOBACCO COMPANY

October 27, 1997

Marty Washburn
National Account Manager-Wal*Mart

1002 McClain Road
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To: All Region Operations Managers
All Retail Managers
All Division Sales Managers
All Regional Sales Managers

Subject: RJR Buydown start date 11/24/97

Please copy to all Sales & Retail Representatives asap....
Do not take a hard copy into the stores please.

Ladies & Gentlemen:

RJR's next Wal*Mart promotion starts on November 24, 1997. All RJR sales/retail personnel should take a copy of this calendar in for discussion with the store's department manager for cigarettes prior to the start date if possible.

It is important that they have this info in advance due to the "crunch" around the Holidays and the difficulty they often experience in getting price changes implemented during peak business periods.

Sincerely,

Marty Washburn

cc: Flori
AVP's

	Sales		Retail
1221		1222	21
1222		1223	22
1223		1226	
1224		1229	
1225		ROM	
1226			76
1229	4	PC	SC
1240		MC	PA
1244		RSM	RBM

51847 2534